

Ever been intimidated by bullies? Ever wondered whether you can protect your family from thugs? *Musclegrow* has been scientifically proven to increase strength by up to 40%. And the good news is that *Musclegrow* is 100% organic and made using traditional methods. And just by trying *Musclegrow*, you could win a trip to the World Boxing titles in London. Plus, if you buy *Musclegrow* before November 30, you'll get a bonus \$5 cashback!

1. DISCUSS the strategies and vocabulary the producer of the advertisement above has used. List three of them here.

2. Where do you think this ad would appear? Suggest three possibilities.

3. How accurate do you think the information is? Does the ad have credibility? Explain why you think the producer has used each of the words or phrases below:

bullies/thugs/protect	
scientifically proven	
organic	
traditional methods	

4. MATCH each of these words or expressions with those above:

- secrets
- machismo
- scientists in white coats with test tubes
- pure.

